

The Tobacco Industry in Australiasia: Insights from Industry Documents

*Presenter: Simon Chapman, Ph.D., Professor in Public Health,
University of Sydney, Sydney, NSW, Australia*

The international tobacco industry has long seen Australia as a “bellwether” country in tobacco control, where local actions had the potential to globally domino in areas like advertising bans, prominent pack warnings, and major government commitment to reducing smoking. As such, it has long been a laboratory for industry efforts to obstruct tobacco control. With its massive populations in nations like China, the Asian region has long been seen as the most exciting area for growth potential by the industry.

This presentation will highlight selected examples of tobacco industry planning, intelligence, and activity designed to thwart tobacco control in Australiasia, with examples taken from case studies being completed by the University of Sydney's NCI-funded tobacco documents project group. Examples from Malaysia, Hong Kong, China, and Australia will be provided. Delegates are referred to <http://tobacco.health.usyd.edu.au/site/gateway/docs/research.htm> (August 5, 2003) for 17 working papers so far produced by the project